

SCIENCE CHICAGO PARTNER GUIDE



Science Chicago: Life's a Lab is about helping kids of all ages unleash their inner scientist. We invite Chicagoans to discover and explore the inspiring world of science in our community.

-David Mosena

President and CEO, Museum of Science and Industry

Excitement. Curiosity. Discovery. Wonder. Joy. Enlightenment.

For twelve months, beginning in September 2008, the city of Chicago and the surrounding suburbs will band together to execute an unparalleled program that will provide our community with unique opportunities to learn, create and explore in the electrifying world of science.

This ambitious collaborative public education initiative, titled *Science Chicago: Life's a Lab*, will offer programming on an unparalleled scale. More than 100 of the area's leading academic, scientific, corporate and non-profit institutions have already joined forces to plan and execute thousands of programs that will provide hands-on learning; spur thoughtful debate; and generate enthusiasm for the continued pursuit of cutting-edge science.

From September 2008 to August 2009, on almost every day in between, someone, somewhere in the Chicago area will be learning something new about science. More than anything, *Science Chicago* will illustrate the concept that science is not just something we learn in a classroom or lab, but is something that is happening all around us at any time of day with real impact on everyday life. It is about fostering the belief that...**Life's a Lab!**

*...Science is cars. Science is television.
Science is the computer. It really makes
you think... it opens up your mind about
what science is.*

-Student, Age 13-18

Perhaps the most exciting aspect of this initiative is the unprecedented magnitude of reach that its programming will have. From classrooms to boardrooms, from laboratories to public parks, *Science Chicago* will bring learning to a whole new level. Behind-the-scenes tours, classroom activities, outdoor experiments, family outings, conversations with leading researchers, cultural activities and neighborhood festivals...*Science Chicago* will offer countless ways for the Chicagoland region to truly *participate* in the wonderment of science.

For one year, *Science Chicago* will thoughtfully engage our community in an ambitious call to action. Young people will understand that science is fun, exciting and important...and might even want to pursue a career in science; parents will feel more confident about supporting their kids' interests in science; teachers will have new resources to get students thinking about science outside of the classroom; and, policy-makers and corporate leaders will understand that the public demand for science-related resources is real...and requires investment and support.

To awaken Chicagoans to the wonders of our region's scientific resources and the importance of science to our future.

Science Chicago will employ the latest technology to create an online community of budding science enthusiasts. A comprehensive Web site will not only provide digital resources like podcasts, downloadable materials and an interactive calendar of events, but it will also provide a personalized menu of activities and resources for educators responsible for developing our future science workforce.

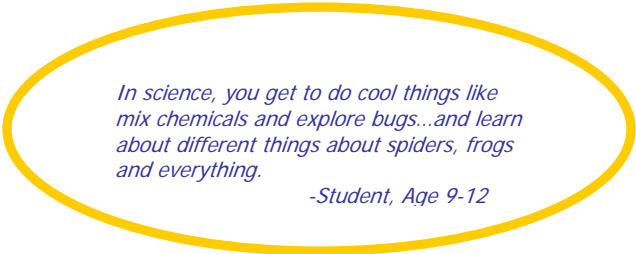
Chicago and Illinois...A Uniquely Qualified "Science Center"

Whether it is the world's first nuclear reaction, one of the world's tallest skyscrapers, the first cellular phone call or two of the country's premier national laboratories, the city of Chicago and the surrounding counties have a strong history of scientific achievements that have shaped our daily lives. One that deserves to be celebrated.

Led by the Museum of Science and Industry and the MacArthur Foundation, planning and support for *Science Chicago* will showcase the local talent and resources that make our region a uniquely "science-focused" center. This program is not only about teaching science...it's about inspiring awe, fostering civic pride and encouraging interest in science.

Science Chicago is the chance to highlight local science and technology achievements and their impact. More importantly, it will show the collective spirit of our region in offering a creative solution to the question that is on the minds of so many national leaders... "How does the United States stay competitive in the ever-evolving global business environment?"

Hundreds of thousands of citizens of our community will participate in *Science Chicago* and you, too, can be a part of the adventure. If you are interested in celebrating our region's crowning achievements in science and technology, or if you would like to encourage people to appreciate science and technology in a more meaningful way, we invite you to collaborate in Science Chicago.



In science, you get to do cool things like mix chemicals and explore bugs...and learn about different things about spiders, frogs and everything.

-Student, Age 9-12

Our Vision

To awaken Chicagoans to the wonders of our region's scientific resources and the importance of science to our future.

Our Mission

To create a strategic framework connecting people, organizations, and opportunities to Chicago's wealth of science and technology resources.

Our Goals

Science Chicago will accomplish this mission by creating an organizational and programmatic framework to achieve five overarching goals:

- **Engage young people** in the fun, excitement and awe of science and inspire them to consider careers in science and technology fields.
- **Raise awareness** of the importance of science in everyday life in the minds of students, their parents and teachers—and thereby, the public at large.
- **Enlighten Chicagoans** to the region's vast science and technology assets.
- **Encourage partnership** and collaboration between and among the science and technology community and our target audience.
- **Raise Chicago's profile** as a national leader in science and technology, and promote the message that our city and region can and will continue to prosper because we are committed to supporting science and technology.

To awaken Chicagoans to the wonders of our region's scientific resources and the importance of science to our future.

Science Chicago reminds the public that science matters in everyday life. That is why leading scientists, educators, and civic leaders are supporting this effort by creating programs that show how science works and why it is so important.

-Jonathan Fanton
President, MacArthur Foundation

How Can You Help?

Whether planning a neighborhood activity or city-wide event, the participation of program partners is essential in providing the public with a spectrum of programming to illuminate the importance of science in our lives in everything we do.

While a number of programs are already under development, we look forward to having a robust programming schedule that includes events, both big and small, and those created for local neighborhoods or large public audiences. It is our hope that the result of offering hundreds of programs, reaching countless Chicago area residents, as one branded effort will no doubt be greater than the sum of its parts.

By taking an inventory of your pre-existing activities and even volunteering to create original programming, you can help bring the spirit of *Science Chicago* to every corner of our community. Partner activities will fall into three distinct categories of participation:

1. **Leverage Your Existing Programs** – Tell us what you are doing! We would love to hear what kinds of programming you already have under development for 2008-9. It is likely that much of what you already do can help support the mission of *Science Chicago*.
2. **Create Original Programs** – If you do not have relevant programming on the calendar already, we look forward to working with you to brainstorm ideas to celebrate science.
3. **Create “Core Programming” with *Science Chicago*** – The events and activities that will form the foundation of the overall program are currently in development by *Science Chicago* and are referred to as “core programs.” Given the scope and magnitude, partners will be key to the success of these programs. Please let us know if your organization is interested in participating or helping develop one of the five core programs.

Becoming a Partner

Understanding that each partner will bring a unique perspective to programming, the following categories of partnerships have been developed:

1. **Program Partners:** local museums, educational institutions, non-profit organizations and businesses that can create and deliver science programming or provide a venue for a programming.
2. **Community Partners:** local youth education groups, neighborhood and community groups, religious organizations or houses of worship, parent groups and ethnic organizations who would not necessarily do their own programming, but could bring audiences to *Science Chicago* events and offer venues for programming.

For details on creating programs, please see the appendix for more information.

We're excited to tap into the Chicago region's collective curiosity and help kids open their minds to the possibilities science brings us. Science is the key to our future.

-Walter Massey

Co-Chair, Board of Advisors, *Science Chicago*

Why Become a Partner?

The Chicagoland region has a rich history in advancing science and fostering progress. Home to more than 75 Nobel Prize winners as well as world-renowned academic, healthcare and research institutions, our region has an impressive legacy in some of the most important scientific advancements of our time.

By becoming a partner, you can be part of a unique civic initiative that is sure to be a national model. And as a partner, you can help determine how *Science Chicago* will come to life. The benefits of participating in *Science Chicago* are countless—the ways to participate are limitless!

Whether you help re-create the moon landing, help students build their own robot or even stage the world's largest science experiment, you have the opportunity to effect change in our community...and have some fun too!

As a partner, *Science Chicago* will offer the following support:

- We can help you reach broader audiences and increase the visibility of your programs and activities.
- You can be included in public relations efforts in support of *Science Chicago* programming, including *Science Saturdays*, *Lab Fests* and *Science Conversations*.
- Your name and logo can be included in a variety of printed marketing materials including our quarterly program guide, and our *Science Chicago* resource brochure.
- Your programs, logo and name can be included in multiple locations on our Web site, which will serve as the main portal for all information about the program.
- Depending on, the level of your participation, we may be able to include you in our advertising campaign, which will be used to drive awareness of our core programs.
- On a tactical level, *Science Chicago* can also help manage logistics and provide a pool of volunteers that can be trained to staff various programs.

Science Saturdays: support may include transportation, pairing volunteers to be trained to lead your program or other assistance.

Lab Fest: support could include coordination and delivery of materials, providing trained volunteers to lead your activities.

How Can I Get Involved?

Programming development for *Science Chicago* is currently underway. If your organization is interested in becoming a program partner, please let us know by completing the [Intent to Participate](#) form attached in the Appendix of this Guide.

At this point, planning does not need to be complete, but we do need to understand the nature of your program and how it will fit into the overall program objectives.

For more information

If you are interested in getting involved, please let us know. We can be reached by email at sciencechicago@mschicago.org or by phone at 773-947-3150.

Appendix: Resources for Partners

The *Science Chicago* team looks forward to working with your organization. We encourage you to Think Big! Be bold, creative and imaginative. Your plans can include exhibits, educational programs, activities, lectures, games, special events, demonstrations and more. We hope the following material helps you develop a program that embodies the theme of “Life’s a Lab.”

One of the simplest ways to join in the effort is to contribute programming to one of the five core programs of *Science Chicago*, which include:

Science Saturdays

Science Uncovered. From research labs to eco-systems, Science Saturdays will help reveal the science in and around the city. On select Saturdays throughout the year, local scientists and educators will guide families through behind-the-scenes opportunities at research laboratories, help them to explore local ecosystems and nature preserves, give them a glimpse through the microscopes and telescopes that explore worlds beyond sight. Science Saturdays are designed to spur individual discovery, promote civic pride and encourage a better understanding of our region’s unique science footprint.

The public may see large-scale demonstrations and learn about exciting science developments at the materials science laboratory at the University of Chicago. Families may explore Chicago’s beaches up-close with a geologist or attend an open house at Fermi National Laboratory. Young people may get to use the surgery simulators at Northwestern University’s Center for Advanced Surgical Education. The sky’s the limit.

Science Conversations

Science Communicated. Highlighting exciting careers in science and fostering debate on pressing issues of the day, Science Conversations will be developed in conjunction with local universities, cultural organizations and education institutions and businesses.

Science Conversations will allow young people and adults to interact with top innovators, scientists and researchers from around the region and the world, investigate contemporary science and technology issues, hear the professional experiences of working scientists and learn about career fields in science and technology. In addition, *Science Chicago* is interested in hosting some high-profile lectures and events with physicist and advocate Shirley Jackson—the former Chairman of the U.S. Nuclear Regulatory Commission under President Clinton—and Adam Savage and Jamie Hyneman, co-hosts of the wildly popular *MythBusters* on the Discovery Channel, among others.

Lab Fests

Science Celebrated. It’s always festival time in Chicago! This program brings the fun and excitement of science into our neighborhoods. Whether it’s at the Taste of Chicago, the Mayor’s Sports Festival, or in a specifically designed neighborhood festival, this program is designed to bring science learning opportunities into Chicago’s communities.

In conjunction with area universities, museums, and science advocacy groups, Science Chicago will host 20 to 30 science festivals throughout the year at local park districts, public libraries, neighborhood and region-wide festivals with hands-on activities, interactive demonstrations, and family-oriented science entertainment.

Find A Scientist!

A unique online teacher's resource site, Find a Scientist! will be a dynamic and accessible database that promotes collaboration among Chicagoland teachers, institutions, industry leaders and experts and provides real-world science experiences to students from around the region. Area teachers will be able to connect with local scientific experts to give presentations, share their career experiences, do demonstrations, and more.

Teachers Lounge Housed on the *Science Chicago* Web site, this digital space is for sharing resources about science, such as professional development opportunities and teacher workshops, exciting field trips, and a host of presentation materials from area museums and education institutions for teachers to use during their lessons, and much more!

Program Criteria

Making science engaging for the diverse Chicagoland region requires diverse programming. Therefore Science Chicago wants to be inclusive of the countless science-related programs our program partners create. However, all programs, implemented by *Science Chicago* or its partners, should be mindful of the following parameters:

- **Wow!** Is the program fun, exciting, cool, clever, experiential, and hands-on? Does it convey the sense of awe and wonder that is at the heart of scientific discovery and achievement?
- **Relevant:** Does the program address important and timely issues of both today and the future? Is it tied to career opportunities, and connected to our daily lives where possible?
- **Accessible:** Is it engaging, inclusive and understandable to the audience (in the manner of delivery, academic level of content and geographic locale and logistics)?
- **Scientific Method:** Is it clearly grounded in the scientific method and the scientific habits of mind (problem-solving, reasoning, communication, and making connections)?
- **Doable:** Is it deliverable at a high quality within the constraints of time and resources available?

Program Opportunities

Some events already on the calendar might provide focus for creating programming, including:

Coalition on the Public Understanding of Science (COPUS) Year of Science Celebration (2009) is a national year-long celebration of science to engage the public in science and improve public understanding about the nature and processes of science.

International Year of Planet Earth (2007-2009) is proclaimed by the United Nations to be a three-year event to demonstrate the exciting ways in which earth sciences can help future generations meet the challenges of ensuring a safer and more prosperous world.

International Polar Year (2007-2009) is a large scientific program focused on the Arctic and the Antarctic from March 2007 to March 2009. (*Science Chicago* will celebrate International Polar Year with POLAR-PALOOZA in September 2008.)

International Year of Astronomy (2009) will be a global celebration of astronomy and its contributions to society and culture, highlighted by the 400th anniversary of the astronomical telescope by Galileo Galilei.

International Year of the Reef (2008) is a worldwide campaign to raise awareness about the value and importance of coral reefs and threats to their sustainability, and to motivate people to take action to protect them.

Chicago Matters: Sustainable Cities (2008) is a public affairs forum that will focus on how major cities and businesses are working together to combat the climate crisis.

Earth Science Week (October 12-18, 2008) aims to encourage young people to learn about the geosciences. To learn more about Earth Science Week, related resources, and ways to participate, visit www.earthsciweek.org.

World Space Week (October 4-10, 2008) is an international annual public space event. To learn more about World Science Week and ways to participate, visit www.worldspaceweek.org.

National Chemistry Week (October 19-25, 2008) an annual event coordinated by the American Chemical Society to raise public awareness of the importance of chemistry in everyday life. **American Association of Physics Teachers** annual meeting in Chicago (February 12-16, 2009).

American Association for the Advancement of Science annual meeting in Chicago (February 12-16, 2009).

National Engineers Week (February 15-21, 2009) an annual event on the contributions of engineers and the importance of engineering on society. To learn more check out www.eweek.org.

Milestones and important anniversaries in science:

Participate in Science Chicago by creating a program to mark some of the important dates in the history of science:

- Celebrate the 150th Anniversary of the *Origin of Species* and Charles Darwin's 200th birthday with a Darwin Day program (February 12, 2009).
- Explore physics in honor of Albert Einstein's birthday (March 14, 2009)
- Rediscover the excitement of Armstrong's moon walk by marking the 40th anniversary of the Apollo 11 landing (July 16, 2009).
- Examine the cosmos and learn about the single biggest impact on our view of the universe in honor of the 400th Anniversary of Galileo's telescope (August 25, 2009).

Board of Advisors

Walter Massey, Co-chair

President-Emeritus
Morehouse College

Arthur Sussman, Co-chair

Vice President
The John D. and Catherine T.
MacArthur Foundation

David R. Mosen, Vice-chair

President and CEO
Museum of Science and Industry

Frank Beal

Executive Director
Chicago Metropolis 2020

Michael J. Birck

Chairman of the Board of
Directors
Tellabs, Inc.

Alison Chung

President
TeamWerks, Inc.

Maggie Daley

Chair
After School Matters

Mary Dempsey

Commissioner
Chicago Public Library

Michael DeSantiago

President
Primera Engineers

Arne Duncan

Chief Executive Officer
Chicago Public Schools

Carol Forsythe

Corporate Vice President, Law
Motorola, Inc.

David Greene

Vice President for Strategic
Initiatives
The University of Chicago

**Donald R. Hopkins, M.D.,
M.P.H.**

Vice President for Health
Programs
The Carter Center

Tawa Jogunosimi

Assistant to Mayor for Education
City of Chicago

Sadhu Johnston

Chief Environmental Officer
City of Chicago

**Paul H. Knappenberger,
Ph.D.**

President
Adler Planetarium and
Astronomy Museum

Christopher A. Koch, Ed.D.

State Superintendent
Illinois State Board of Education

Michael Lach

Officer, Department of High
School Teaching and Learning
Chicago Public Schools

Donna LaPietra

Vice President
Kurtis Productions

Terry Mazany

President and CEO
The Chicago Community Trust

Meg McDonald

Executive Director
Office for Research Planning,
Finance and Communications
Northwestern University

Glenn "Max" McGee

President
Illinois Mathematics and Science
Academy

John Nichols

The Pritzker Organization

Chaka Patterson

Vice President, Investor
Relations
Exelon Corporation

Elsbeth Revere

Vice President, General Program
The John D. and Catherine T.
MacArthur Foundation

Roche Schulfer

Chair
League of Chicago Theatres
Goodman Theatre
Executive Director

Nancy Searle

Searle Consultant to
Chicago Community Trust

Brian Spear, Ph.D.

Director, Scientific Affairs
Abbott Laboratories

John J. Tracy, Ph.D.

Senior Vice President of
Engineering Operations and
Technology
The Boeing Company

Shawn VanDerziel

Vice President, Human
Resources, IT and Education
The Field Museum

Science Council

Leon M. Lederman, Ph.D., Chair

Nobel Laureate
Pritzker Professor of Science
Illinois Institute of Technology

James Bower, Ph.D.

Professor of Radiology and Biology
University of Texas, San Antonio

Rex Chisholm, Ph.D.

Professor and Dean for Research
The Feinberg School of Medicine
Northwestern University

Holly Falk-Krzesinski, Ph.D.

Director of the Office for Research Development
The Feinberg School of Medicine
Northwestern University

Robert Fefferman, Ph.D.

Dean, Physical Sciences Division
The University of Chicago

Lucy Fortson, Ph.D.

Vice President for Research
Adler Planetarium and Astronomy Museum

Lawrence R. Heaney, Ph.D.

Sr. Curator and Head of the Division of
Mammals
The Field Museum

Edward (Rocky) Kolb, Ph.D.

Professor and Chair of the Astronomy and
Astrophysics Department
The University of Chicago

James Madara, M.D.

CEO, University of Chicago Medical Center
Dean, Division of the Biological Sciences and
the Pritzker School of Medicine
The University of Chicago

Rabiah Mayas, Ph.D.

Science Director, Science Chicago
Museum of Science and Industry

Chad Mirkin, Ph.D.

Professor of Chemistry, Medicine, Materials
Science & Engineering
Director of the International Institute for
Nanotechnology
Northwestern University

Hassan Nagib, Ph.D.

Professor of Mechanical & Aerospace
Engineering
Illinois Institute of Technology

Carla Pugh, M.D., Ph.D.

Assistant Professor of Surgery and Associate
Director of Center for Advanced Surgical
Education
Feinberg School of Medicine
Northwestern University

Funmi Olopade, M.D.

Professor in Medicine and Human Genetics
The University of Chicago

Seth Shostak, Ph.D.

Senior Astronomer
SETI Institute

Patricia Ward, Ph.D.

Director of Science and Technology
Museum of Science and Industry

SCIENCE CHICAGO PARTNER



Intent to Participate Form

Complete and return this form via fax: 773-684-1087
To request an electronic copy, contact Science Chicago at sciencechicago@msichicago.org.

Name of Organization:

Address: City, State, Zip:

Phone: Fax: Website:

Organizational contact: Title: Phone: E-mail:

PR contact:

Organization mission statement:

How many members or constituents does your organization serve?

Approximately how many newsletters or magazines do you distribute annually?

How many hits does your website receive per month?

Program Name:

Program Description:

Audience (circle one): Age Appropriateness:

General Public Educators Students Other

Program Date(s) and Time:

Location:

Should you have any questions, please contact Science Chicago at sciencechicago@msichicago.org or by phone at 773-947-3150.